Performance Triad Campaign

ARMY FAMILY IS AN UNSTOPPABLE FORCE

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An Army-wide Educational Initiative

U.S.ARMY

UNCLASSIFIED

Challenges Facing the Nation and Army

The Army has reached a pivot point:

- Our nation has been in persistent armed conflict for 12 years. This, coupled with high-risk behaviors and strains on personal relationships caused by these hardships, have negatively affected the resilience and health of Soldiers and Family members.
- Army Families, including our Retirees, are battling the same health threats as the Nation; obesity, diabetes, and chronic diseases such as heart disease and stroke[1].
- Unhealthy lifestyles contribute significantly to unsustainably high healthcare costs and decreased health, wellness, and resiliency of our military personnel, retirees and their dependents[2].

We now have the opportunity to improve personnel readiness and resilience through available programs that will improve

Moving Towards a *System for Health*

"We have a tremendous opportunity to take healthcare outside of our bricks and mortars and extend that into the Lifespace - where people are making decisions on how they sleep, how active they are, and what they eat. And we believe right now the tipping point in the United States is our ability is to help improve the health of our nation."

Lt. Gen. Patricia Horoho,
The Surgeon General and Commanding General of the United States Army Medical Command

Background

- On 12 March 2013, Secretary of the Army John McHugh officially launched the Army's Ready and Resilient Campaign (R2C). R2C is a campaign designed to synchronize the Army's efforts to build physical, emotional, and psychological resilience in our Soldiers, Families and Civilians.

- The System for Health initiative is nested within R2C. It moves the Army Medical Department (AMEDD), and ultimately the entire Army, from a system focused on delivering healthcare to a system that also proactively influences the health and wellbeing of all its beneficiaries with an end-state goal of preventing illness and injury and promoting healthy choices that build resilience.

Performance Triad

- The Performance Triad is the first step into the System for Health and is a key enabler of the Army's Ready and Resilient campaign, the Comprehensive Soldier and Family Fitness program, the DoD's Operation Live Well program, and the National Prevention Strategy.

- The Performance Triad is an initiative to influence Soldiers, Families and our beneficiary populations to improve their **sleep** behaviors, increase daily **activity**, and improve **nutrition** – three key components that directly impact cognitive and physical performance and influence overall health.

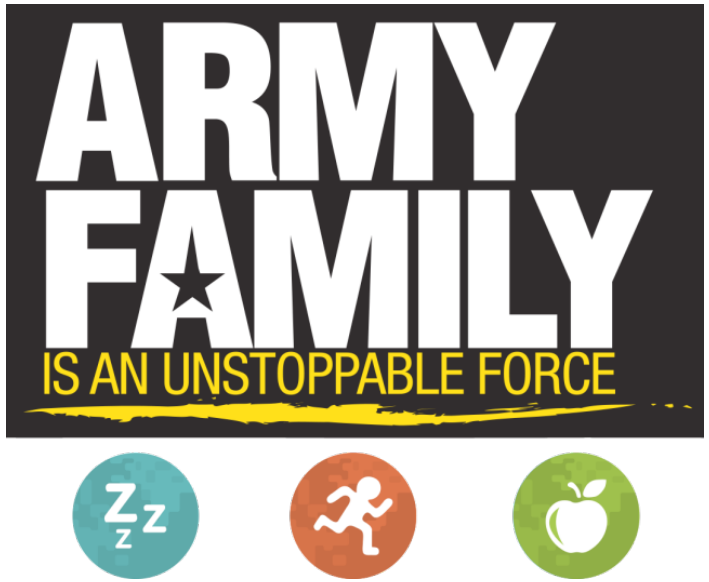
Performance Triad Campaign

Mission:

- Execute a coordinated and sustained campaign to promote healthy **sleep**, **activity** and **nutrition** behaviors among the Army Family.

Target State:

- Healthy and resilient Total Force, Families, Retirees, Department of the Army Civili and Army communities empowered with the knowledge and resources that support healthy **sleep**, **activity** and **nutrition**.



Concept of Operations

Phase I: Quick Wins (Now to 12 months)

- Deploy electronic Performance Triad Campaign Toolkit
- Collaborate with Army Wellness Centers (AWCs), Community Health Promotion Councils (CHPCs) and Patient Centered Medical Home (PCMH)
- Integrate with Healthy Base Initiative
- Pre-Retiree Intervention via Army Career Alumni Program/Soldier for Life

Phase II: Augment and Expand (Now to 24 Months)

- Refine Comprehensive Needs Assessment with Dashboard
- Deploy installation-specific assessment
- Capture leadership attention/buy-in via health dashboard
- Develop strategy to incentivize

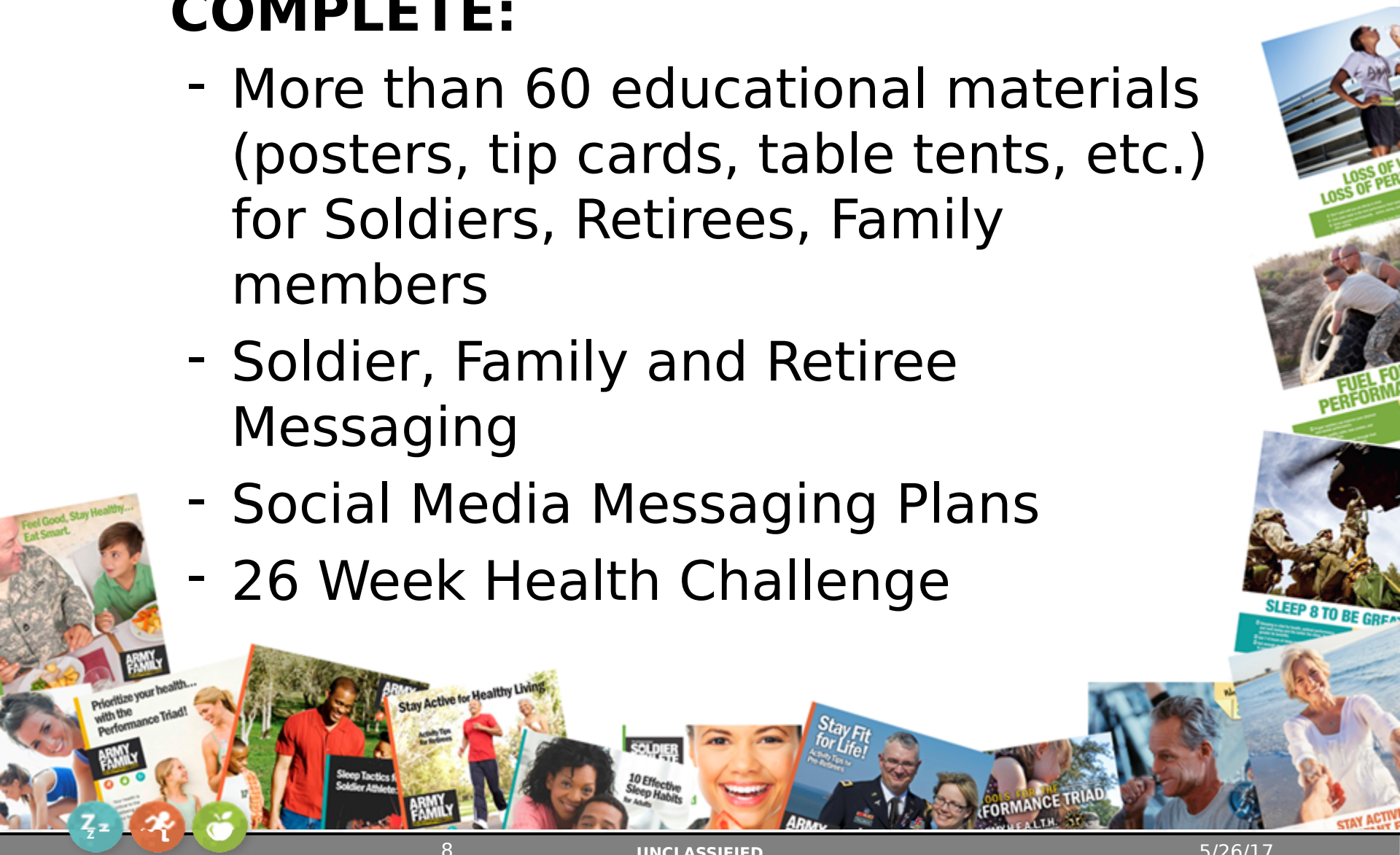
Phase III: Sustain (24 months and beyond)

- Fully deployed, integrated, networked PCMH and AWCs
- Fully integrate American College of Sports Medicine “Exercise is Medicine” into PCMH
- Integrate into Installation Management Command Master Plan for the built environment

Performance Triad

COMPLETE:

- More than 60 educational materials (posters, tip cards, table tents, etc.) for Soldiers, Retirees, Family members
- Soldier, Family and Retiree Messaging
- Social Media Messaging Plans
- 26 Week Health Challenge

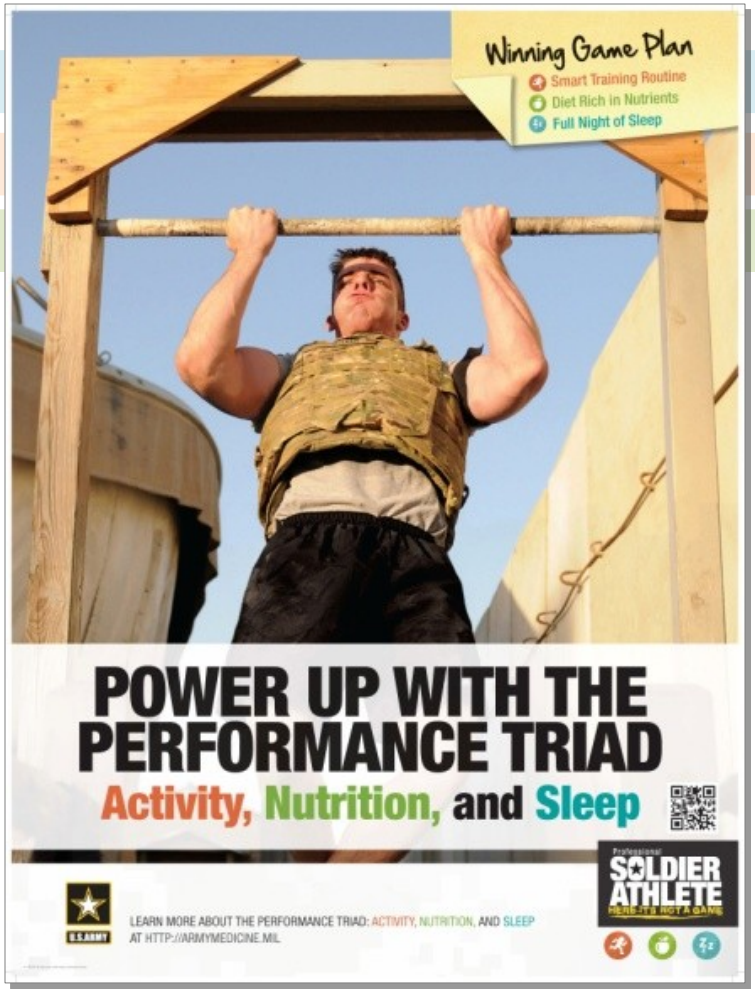


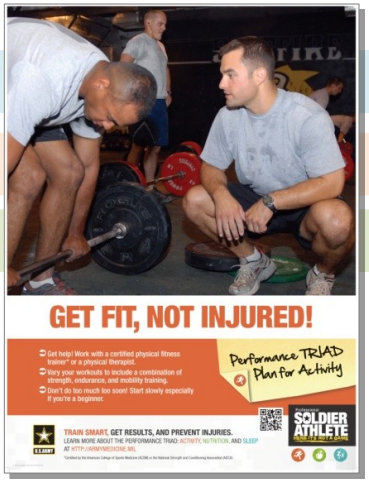
Social Media Plan and Health Messaging

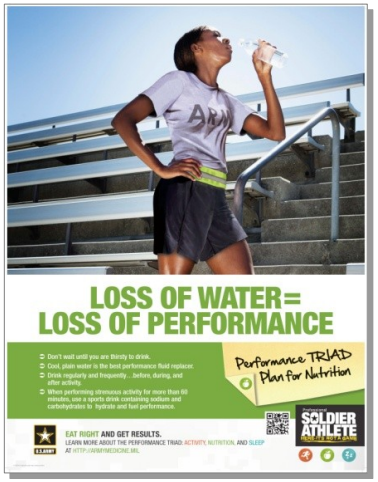
Training Week Sequence	Key Message	Audience	Content to Post on Website (Army Main or Triad Page)	Content to Post on Facebook	Content to Post on Twitter	Partner Social Media Pages	Image, if applicable
Week 1	The Performance Triad represents Physical Activity, Nutrition, and Sleep – three key components that we understand to impact cognitive and physical performance.	Public	Check out the Performance Triad 26-Week Health Challenge. Visit the new page on ArmyMedicine.Mil to learn more! http://armymedicine.mil/performancetriad/	We did the math! Physical Activity + Good Nutrition + 7-8 Hours of Sleep = A Ready & Resilient Force! Now all we need is the last piece of the equation…you! Click here to learn more: http://armymedicine.mil/performancetriad/	Hooah! Learn more about the #ArmyPerfomanceTriad at http://armymedicine.mil/performancetriad/	• Army • Army Medicine (including RMCs, MSC) • Army National Guard Health & Wellness • Operation Live Well • Health.mil • JTF CapMed • TRICARE • MHS Social Media Working Group	[Insert Screenshot of Army Medicine homepage with Triad feature]
		Soldier	N/A	The Army Performance Triad has officially started at Fort XXX! Talk to your Commander or click here to learn more: http://armymedicine.mil/performancetriad/	Fort XXX - the #ArmyTriad has officially started! Hooah! Learn more at http://armymedicine.mil/performancetriad/	• Command/Unit Pages • PAOs • MTFs • MWRs	
		Family (Spouse)	The Performance Triad has officially started! Also check out our 26-Week Health Challenge. Visit the new page on ArmyMedicine.Mil to learn more! http://armymedicine.mil/performancetriad/	• Your mission is to keep your Army Family on track and ready to perform. Start a friendly competition within the family to get an easy jumpstart on activity! First one to 10,000 steps in one day wins the pick of the next movie! • We did the math!	• Family fitness competition idea: first one to 10,000 steps in 1 day gets to pick the next movie! #Armytriad • Challenge yourself to the 26-Week Health Challenge! #ArmyTriad [Health Challenge Link]	• Army Family Readiness Group • Military Family • National Military Family Association • US Military • Blue Star Families • Military.Com/Spouse • National Military Spouse Network	

CL1: Messaging and Education Partnerships

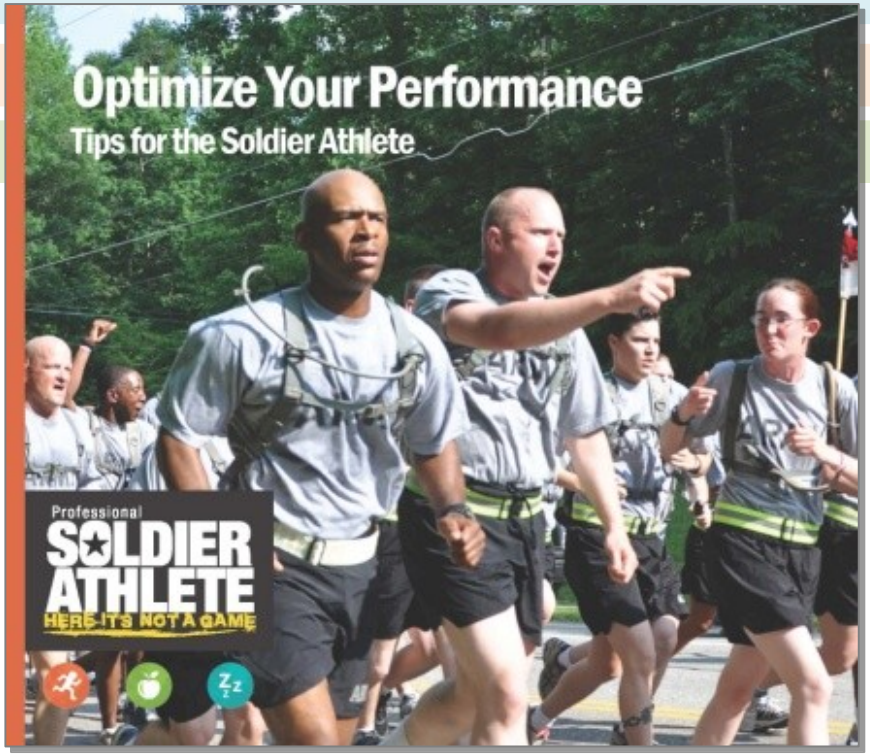
Educational Materials: Posters


Winning Game Plan
Smart Training Routine
Diet Rich in Nutrients
Full Night of Sleep
POWER UP WITH THE PERFORMANCE TRIAD
Activity, Nutrition, and Sleep
LEARN MORE ABOUT THE PERFORMANCE TRIAD: ACTIVITY, NUTRITION, AND SLEEP AT HTTP://ARMYMEDICINE.MIL
Professional SOLDIER ATHLETE



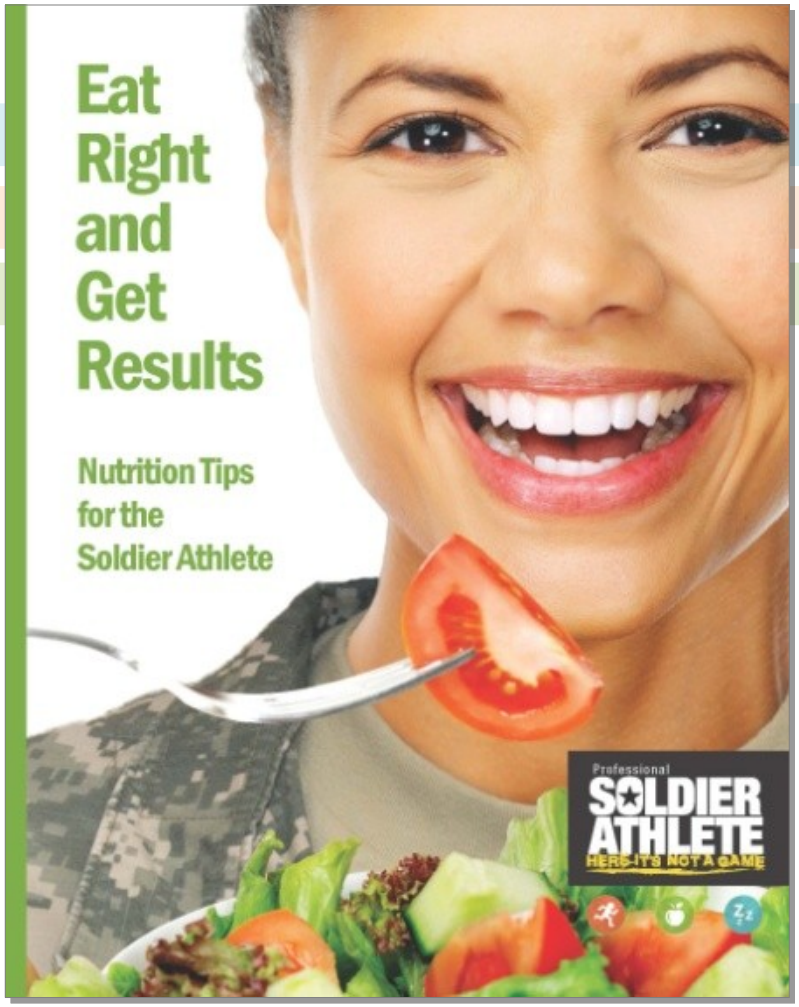


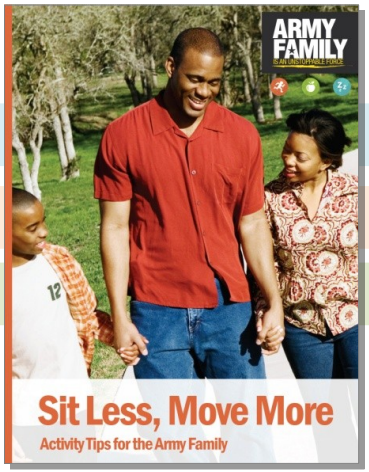
Educational Materials: Tip Cards



Sleep Tactics for the Professional Soldier Athlete: Sustained Operations
Professional
SOLDIER ATHLETE
HERE IT'S NOT A GAME

Educational Materials: Table Tents

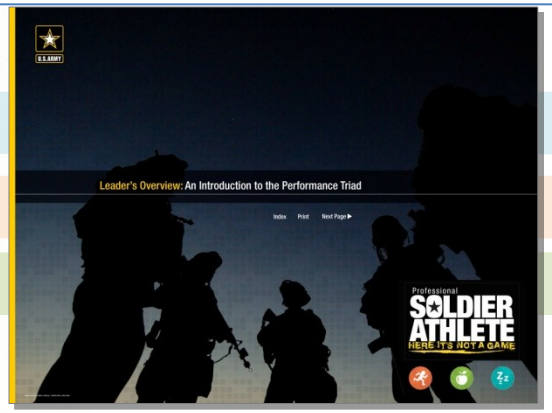


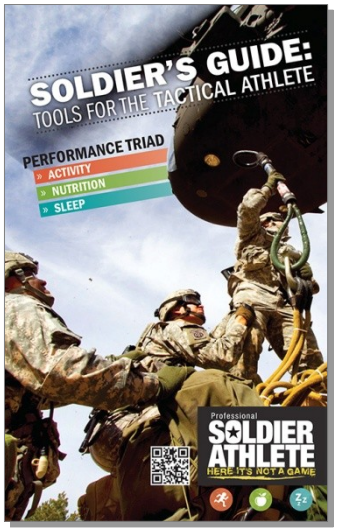


Prioritize your health... with the Performance Triad!
ARMY FAMILY
Your health is critical to the wellbeing of your family.
Take time to get activity, good nutrition, and quality sleep.
Activity, Nutrition, and Sleep Tips for Army Family Members

Educational Materials: Guides

ACTIVITY
Interactive Physical Activity Tools
Keep track of your fitness level! Visit http://tqrc-online.org/physical-fitness/tools-apps-videos/interactive-tools to use the available fitness tools.
SIT LESS. MOVE MORE!
Prolonged sitting increases the risk of blood clots, diabetes, heart disease, cancer, and obesity. Moving during the day, in addition to PT and/or getting the recommended daily activity, is necessary to lower the risk of cardiovascular disease and other health conditions.
Regular movement increases blood flow, breaks down fat, burns calories, and helps to maintain a healthy weight.
Get at least 150 minutes of moderate intensity exercise per week, but also move at least 10 minutes of every hour. It can be as simple as taking a walk break, standing up to stretch, or taking the long route to the restroom at work.
Walk 10,000 steps during your everyday routine.
References
Army Medicine Minimalist Running Shoes: http://www.armymedicine.army.mil/mrs/index.cfm
Building the Soldier Athlete (Human Performance Resource Center): http://tqrc-online.org/physical-fitness/training-exercise/service-specificresources/army/building-the-soldier-athlete
FM 7-22 Army Physical Readiness Training: http://armypubs.army.mil/doctrine/DR_pubs/dr_a/pdf/fm7_22.pdf
Headquarters, Department of the Army. Prevention and Control of Musculoskeletal Injuries Associated with Physical Training. TB Med 592 (Washington, DC: U.S. Department of the Army, May 2011)
Nindl, Bradley Ph.D. Physiological Employment Standards III: physiological challenges and consequences encountered during international military deployments. European Journal of Applied Physiology. In press, 2013
Nindl, Bradley Ph.D. Strategies for Enhancing Military Physical Readiness in the 21st Century. (United Army War College, March 2012)
Principles of RAW Training (U.S. Army Maneuver Center of Excellence): http://www.benning.army.mil/tenant/75thRanger//Functionalf itness.htm
Questions from the Field (Human Performance Resource Center): http://tqrc-online.org/physical-fitness/hpc-articles/are-high-intensity-training-programs-safe-and-effective-2
What Army Leaders Should Know About Extreme Conditioning Programs: http://phc.amedd.army.mil/PHC Resource Library/PHN_No_0312-01_Extreme_Conditioning_Programs_and_the_Army_2012.pdf
Reducing sedentary behaviors: Sitting less and moving more (American College of Sports Medicine): http://www.acsm.org/docs/brochures/reducing-sedentarybehaviors-sitting-less-and-moving-more.pdf





Key Roles & Responsibilities

- **The Medical Treatment Facility (MTF) Action Officer will serve as the Performance Triad Subject Matter Expert and Action Officer (AO).** AOs will coordinate with HPOs, Public Affairs Officers (PAOs), and AWCs where available.
- **Regional Medical Command (RMC) Key Tasks per MEDCOM OPORD 14-20:**
  - Identify and assign Regional and MTF Performance Triad Action Officers
  - MTF Performance Triad AO participates as a member of the CHPC Physical Working Group, attends CHPC meetings quarterly and updates the Senior Mission Commander at the CHPC at least quarterly
  - Disseminate Performance Triad messaging using all available local communication mediums in accordance with OPORD (Public Affairs Guidance and Toolkit).

Major Events Timeline

Performance Triad Campaign

Phase 1
Jan 2014 – Dec 2014

Dec 2013
- **Initial coordination with MTFs/PCMH, HPOs, AWCs**
- Initial coordination with HBI Army sites

Jan 2014
- Identify MTF Action Officer Leads
- Initial data analysis using available data

Feb 2014
- **PAG and Educational Tool Kit dissemination via PAOs, HPOs, MTFs**
- MTF/Installations may order print materials (takes 4-6 weeks)
- PAOs, HPOs, MTFs can begin brainstorming and planning community events or identifying opportunities to promote the Performance Triad .

March –April 2014
- HPOs work with MTF Action officer to brief Installation Senior Leaders.
- **PAOs, HPOs, MTFs can begin distributing materials throughout the installations.**

May-August
- **Wide spread message dissemination and community events and promotion of PT throughout the installations**
- Incorporate campaign into Military Family Action Plan
- Community Health Assessment Planning

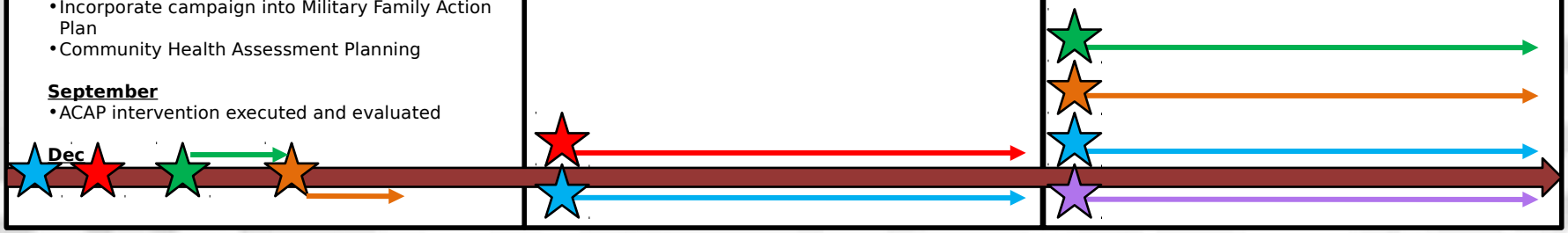
September
- ACAP intervention executed and evaluated

Phase 2
Jan 2015 – Dec 2015

Jan 2015-Dec 2015
- **APHN and installations conduct Community Health Needs Assessments**
- APHNs provide data to PHC to roll-into community health status data dashboard
- **Beneficiary data analysis expansion into Community Health Status Report**
- Plan expansion of the community health status data dashboard
- Evaluation of Phase 2 Campaign efforts

Phase 3
Jan 2016 – Dec 2016

Jan 2016-Dec 2016
- **Execute expanded community health status data dashboard for MTF Commanders, HPOs, and Installation leaders to access.**
- **Full deployment of AWCs and PCMH**
- **Integrate ACSM Exercise is Medicine into PCMH**
- **Integrate into IMCOM Master Plan for the built environment**
- Evaluation of Phase 3 campaign efforts.



Campaign Evaluation

Three pronged, integrated evaluation approach:

1. Evaluation Communication/Education efforts to assess processes and outcomes associated with communication toolkit and targeted education efforts.

Evaluation goal: To determine extent to which communication products are being disseminated by target audiences and the impact they are having on awareness, knowledge, and attitudes among end user audience.

2. Evaluation of Community Assessment/Monitoring efforts to determine current community health assessment practices.

Evaluation goal: To evaluate functioning and usability of existing and future community assessment tools in order to inform a standardized mechanism for community health assessment that feeds installation level data to both the community and the enterprise.

3. Evaluation of Campaign Coordination to assess the overall functioning of the Performance Triad Army Family Campaign.

Evaluation goal: To evaluate the extent to which the campaign is accomplishing key tasks, identify campaign strengths/wins and barriers to success, and document accomplishments and setbacks over time; and to increase accountability.

Contact Information

For questions about the Performance Triad Campaign Materials:

U.S. Army Public Health Command

Health Information Operations

410-436-2771 or 410-436-7946

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Questions?